

## Message Text

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PAGE 01 NEW DE 07852 021116Z  
ACTION NEA-10

INFO OCT-01 EB-07 ISO-00 /018 W  
-----021117Z 035006 /10

P R 020802Z JUN 77  
FM AMEMBASSY NEW DELHI  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 3802  
AMCONSUL BOMBAY  
AMCONSUL CALCUTTA  
AMCONSUL MADRAS

UNCLAS NEW DELHI 7852

E.O. 11652: N/A  
TAGS: BEXP IN  
SUBJECT: CATALOG EXHIBIT: SPOT CHECK ON OUTCOME OF U.S. SCIENTIFIC  
MEDICAL AND INDUSTRIAL INSTRUMENTS - FEBRUARY/APRIL 1976

REF: NEW DELHI 12883, 9/1/76

1. IN ORDER TO EVALUATE THE EFFECTIVENESS OF THE CATALOG SHOW, THE  
EMBASSY AND THE CONSULATES GENERAL UNDERTOOK A SPOT SURVEY ON THE  
OUTCOME OF THIS EXHIBIT HELD IN FEBRUARY-APRIL 1976 AT BOMBAY,  
NEW DELHI, CALCUTTA, MADRAS AND BANGALORE.) THE RESULTS OF  
THIS SECOND SPOT-CHECK ARE AS FOLLOWS:

### SALES/COMMISSION AGENCY ARRANGEMENTS

- A) ESTABLISHED - 17
- B) PENDING NEGOTIATIONS -- 9

### TECHNICAL/FINANCIAL COLLABORATIVE ARRANGEMENTS

- A) PROPOSALS SUBMITTED TO GOI -- 2
- B) PENDING NEGOTIATIONS -- 4

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BUSINESS CONCLUDED BY EXISTING/NEW SALES  
AGENCIES DURING CY 1976 -- DOLS668,600

PROJECTED SALES FOR CY 1977 - DOLS2.0 MILLION

2. 75 INDIAN FIRMS RESPONDED TO OUR WRITTEN AND TELEPHONE INQUIRY.  
THE PERCENTAGE OF RESPONSE RANGED BETWEEN 30-AND 70 FROM FIRMS

IN BOMBAY, NEW DELHI, BANGALORE AND MADRAS. HOWEVER, RESPONSE FROM THE CALCUTTA EXHIBIT WAS POOR. MORE THAN THREE DOZEN RESPONDENTS OUT OF A TOTAL OF 75, REPORTED "NO BUSINESS" AS A RESULT OF THE CATALOG SHOW.

3. WITH MINOR EXCEPTIONS, THE BUSINESS WAS GENERATED ENTIRELY BY THE EXHIBIT. THREE COMPANIES SEEMED RELUCTANT TO ACCORD FULL CREDIT TO THE CATALOG EXHIBIT FOR THEIR BUSINESS SUCCESS. HOWEVER, ONE OF THEM ADMITTED THAT IN THE PRE-SHOW PERIOD IT "COULD NOT DO ANY BUSINESS". ANOTHER OBSERVED THAT THE EXHIBIT HAS RESULTED IN MANY NEW CUSTOMERS AND ITS SALES ARE EXPECTED TO INCREASE FROM DOLS40,000 IN 1974 TO ABOUT DOLS500,000 IN 1977.

4. THIS SUPERSEDES EARLIER DATA PROVIDED IN THE REFERENCED TELEGRAM.GOHEEN

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## Message Attributes

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**Executive Order:** N/A  
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**Review Markings:**  
Margaret P. Grafeld  
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